

### **REMARKS**

Claims 1-40 are pending and under consideration in the above-identified application.

Claims 2 and 6 were previously cancelled and remain cancelled.

In the Office Action of September 11, 2007, claims 1, 3-5 and 7-40 were rejected .

With this Amendment, claims 1, 5, 7, 10, 13, 16, 20, 24, 29, 32 and 35 are amended

#### **I. 35 U.S.C. § 103 Obviousness Rejection of Claims**

Claims 1, 3-5, 8-16, 18-25, 27-35, 37 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Wolzien* (U.S. Pat. No. 5,761,606) (“*Wolzien*”) in view of *Zigmond* (U.S. Pat. No. 6,215,483) (“*Zigmond*”) in further view of *Alexander* (U.S. Pat. No. 6,177,931) (“*Alexander*”) in further view of *Dureau* (U.S. Pat. No. 6,721,958) (“*Dureau*”) in further view of *Del Sesto* (U.S. Pat. No. 3,919,479) (“*Del Sesto*”).

Claims 7, 17, 26 and 36 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Wolzien* in view of *Zigmond* in further view of *Alexander* in further view of *Dureau* in further view of *Del Sesto* and in further view of *Marics* (U.S. Pat. No. 6,862,611) (“*Marics*”).

Claims 39 and 40 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Wolzien* in view of *Zigmond* in further view of *Alexander* in further view of *Dureau* in further view of *Del Sesto* and in further view of *Goldschmidt* (U.S. Pat. No. 6,226,444) (“*Goldschmidt*”).

Applicants respectfully traverse these rejections.

Applicant’s independent claims 1, 5, 10, 16, 20, 24, 29, 32 and 35 each recite limitations requiring connecting an information processing unit or an information transmission/reception

system to an information unit identified by an access site address included in access site information which corresponds to a commercial message.

This is clearly unlike *Wolizen*, which fails to disclose connecting an information processing unit or an information transmission/reception system to an information unit identified by an access site address included in access site information which corresponds to a commercial message. Instead, *Wolizen* discloses displaying information received from an online information provider as part of a “picture within a picture” display on the monitor of a computer. See, U.S. Patent No. 5,761,606, Col. 6, l. 61-Col. 8, l. 5. Nowhere does *Wolizen* disclose or even fairly suggest connecting an information process device or an information transmission/reception system to any other device, much less connecting an information processing unit or an information transmission/reception system to an information unit identified by an access site address included in access site information which corresponds to a commercial message.

*Alexander, Zigmond, Dureau, Maric, Del Sesto* and *Goldschmidt* also fail to disclose or even fairly suggest anything pertaining to connecting an information processing unit or an information transmission/reception system to an information unit identified by an access site address included in access site information which corresponds to a commercial message. Instead, *Zigmond* discloses extracting an embedded web page link from a broadcast signal. See, U.S. Pat. No. 6,215,483, Col. 9, l. 60-67. *Alexander* discloses using profile information of a television viewer to customize various aspects of a on-screen electronic program guide. See, U.S. Pat. No. 6,215,483, Col. 30, l. 45-58. *Dureau* discloses a receiver which determines if a

notification is trusted by examining the source of the notification and the channel the notification was broadcast on. See, U.S. Pat. No. 6,721,958, Col. 6, l. 20-55.

Further, *Del Sesto* discloses a server which broadcasts a television program at a predetermined time based on a program list. See, U.S. Pat. No. 3,919,479, Col. 6, l. 60-65. *Maric* discloses a processor capable of connecting to the Internet and displaying web pages extracted from a broadcast signal on a television screen. See, U.S. Pat. No. 6,862,611, Col. 5, l. 4-19. *Goldschmidt* discloses identifying a broadcast portion as a commercial message and stopping a recording device while the commercial message is broadcast. See, U.S. Pat. No. 6,226,444, Col. 7, l. 48-67.

As the Applicant's specification discloses, by connecting an information processing unit or an information transmission/reception system to an information unit identified by an access site address included in access site information which corresponds to a commercial message, the process of retrieving additional information relating to a commercial message is automated and streamlined, thereby saving time. See, U.S. Pat. Pub. No. 2002/0069408, Para. [0006].

Therefore, because *Wolizen*, *Alexander*, *Zigmond*, *Dureau*, *Maric*, *Del Sesto*, *Goldschmidt* and any combination of these references fail to disclose, or even fairly suggest, every feature of claims 1, 5, 16, 20, 24, 32 and 35, the rejection cannot stand. Because claims 3-4, 7-9, 17-20, 22-23, 26-28, and 33-40 depend, either directly or indirectly from claims 1, 5, 16, 20, 24, 32 and 35, those claims are patentable for at least the same reasons.

**Conclusion**

In view of the above amendments and remarks, Applicant submits that all claims are clearly allowable over the cited prior art, and respectfully requests early and favorable notification to that effect.

Respectfully submitted,

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By: /David R. Metzger/  
David R. Metzger  
Registration No. 32,919  
SONNENSCHNEIN NATH & ROSENTHAL LLP  
P.O. Box 061080  
Wacker Drive Station, Sears Tower  
Chicago, Illinois 60606-1080  
(312) 876-8000